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UNCLAS DJIBOUTI 001140

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SUBJECT: Post seals agreement with Djibouti Airlines to distribute HI! Magazine in flight

1. (U) SUMMARY: Post today made an agreement with Djibouti Airlines to distribute HI! Magazine as free, in flight reading material. The airline will receive 150 copies monthly to offer to passengers. Negotiations with Daallo, another local carrier, are still pending. END SUMMARY
2. (U) Post proposed providing a monthly shipment of Hi! Magazine to Djibouti Airlines for distribution as an in-flight periodical. Djibouti Airlines operates out of Dubai, United Arab Emirates and is owned by Moussa Rayleh Waberi, a Djiboutian businessman who also owns Telstat (in partnership with Houssein Bogoreh Bouh and Abdallah Houmed Mohamed). The airline flies to: Aden, Yemen; Dubai, United Arab Emirates; Addis Ababa, Ethiopia; Dire Dawa, Ethiopia; Hargesa, Somalia; and Borama, Somalia.
3. (U) The majority of patrons of Djibouti Airlines are business or religious travelers to the Middle East and middle class Djiboutians, Ethiopians and northern Somalians (Somalilanders) traveling for business or pleasure.
4. (SBU) Post hopes this agreement will increase distribution of HI! to the limited number of Arabic speakers in the Horn of Africa by reaching business travelers from the Middle East, as well as middle class travelers in Somalia and southern Ethiopia. Increased distribution furthers specific MPP goals including influencing public opinion.

GRIBBIN